

WFLX

## ORDER

Print Date 08/09/12

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Flight Dates 08/11/12-08/14/12

Contract / Revision 806900 /  
 Original Date / Revision 08/09/12 08/09/12  
 Advertiser FL Federation for Children

Agency McLaughlin &amp; Associates

Buying Contact

566 South Route 303  
 Blauvelt, NY 10913

Product  
 FL FED FOR CHILDREN

Agency Com 15%

Billing Contact

566 South Route 303  
 Blauvelt, NY 10913

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 362

Alt Order # 06270348

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 2

Advertiser Ref

Primary Account Executive  
 Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station % of Order Amount

DFLX	%
WFGC	%
WPBF	%
WPEC	%
WPPB	%
WPTV	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	8	\$2,414.00	\$2,840.00	0.00	07/30/12	08/14/12	8	\$2,414.00	\$2,840.00
Totals	8	\$2,414.00	\$2,840.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	08/13/12	08/13/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	1-----	:30	1	\$175.00	P 2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----		1				\$175.00		0.00			
E 2	WFLX	08/13/12	08/14/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	MT-----	:30	2	\$175.00	P 2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$175.00		0.00			
E 3	WFLX	08/13/12	08/13/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	1-----	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 08/09/12

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Contract / Revision 806900 Flight Dates 08/11/12-08/14/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:15:00

Advertiser FL Federation for Children Product FL FED FOR CHILDREN

Estimate # 362

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	08/13/12	08/13/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	1-----	:30	1	\$145.00	P 2	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	1-----					1	\$145.00		0.00			
E 4	WFLX	08/11/12	08/12/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-----SS	:30	2	\$685.00	P 2	0.00	NM	2	\$1,370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----SS					2	\$685.00		0.00			
E 5	WFLX	08/13/12	08/13/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$685.00	P 2	0.00	NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	1-----					1	\$685.00		0.00			
E 6	WFLX	08/12/12	08/12/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$115.00	P 2	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----1					1	\$115.00		0.00			
Totals														8	\$2,840.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="color: blue; font-family: cursive;">WFLX, West Palm Bch FL</span>	<b>Date:</b> 8.6.2012
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I, McLaughlin & Associates  
do hereby request station time concerning the following issue:

Primary Election SD27

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	WFLX #	806900			

**Total Charges:**

This broadcast time will be used by: Florida Federation for Children

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: FL Federation for Children

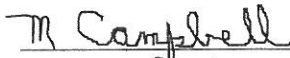
☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Chairperson: John Kirtley

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

8.6.12 _____ Date	 _____ Signature	203.966.9757 _____ Contact Phone Number
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### TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted
 ☐ Accepted in Part
 ☐ Rejected

 _____ Signature	John Heislman _____ Printed Name	GM _____ Title
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**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	Washington, DC

**REQUEST RECEIVED FROM**

**DATE:** 8/7/12

<b>BUYER:</b>	Marianne Campbell
<b>AGENCY:</b>	McLaughlin & Associates
<b>ADDRESS:</b>	566 South Route 303 Blauvelt, NY 10913
<b>PHONE #:</b>	203 966 9757
<b>FAX #:</b>	
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Florida Federation for Children
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	Lisa Lisker
<b>ADDRESS:</b>	228 South Washington St. Suite 115 Alexandria, VA 22314
<b>PHONE #:</b>	703 281 7540
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>ISSUE:</b>	FL Federation for Children
<b>OFFICE:</b>	ISSUE
<b>PARTY:</b>	REPUBLICAN

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As ordered
<b>COMMERICAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141